

PEOPLE by AL KAFF

OPCER RECEIVES AWARD

Patricia Milton, an OPC member, has been named 1993 New York staffer of the year for the Associated Press by the New York Associated Press Managing Editors Association.



Patricia Milton

Milton was cited for her strong reporting. She scored major exclusives on the World Trade Center bombing, the fall of Judge Sol Wachtler, Katie Beers and Joel Rifkin and other major stories, according to Sam Boyle, AP's New York bureau chief.

Milton is the daughter of Arthur Milton, a former OPC vice president and publisher of OPC's annual maga-

zine, *Dateline*. He and his wife, Marie, live in Arizona.

MORE JOIN THE CLUB

The OPC has accepted several new members. Here is a listing:

Active nonresident: **G. Jefferson Price III**, foreign editor, *The Baltimore Sun*; **Scott Wallace**, international correspondent; **Melissa Tarkington**, reporter; *Rutland Herald*; **Peter Bird Martin**, editor in chief, *South-North News Service*.

Active, Overseas: **John Iams**, correspondent, Associated Press.

Associate Resident: **Richard Fursland**, managing director, international business and executive vice president, GCI Group.

Junior: **David S. Fondiller**, reporter, *Forbes*.

A MEMBER ON THE GO

OPC'er M.D. (Dan) Morris reported in

February that he had just completed teaching his 49th writing course for George Washington University's continuing education program. He also recently addressed the Central New York Chapter of the Society for Technical Communicators on proposal writing. Morris, who lives in Ithaca, N.Y., is a book editor for McGraw-Hill Professional Book Group.

OBITUARIES

Charles J. Schreiber, a member of the OPC Board of Governors for more than 20 years and a former club secretary, died on Jan. 21 from complications of diabetes after suffering a cerebral hemorrhage earlier that day in his Rowayton, Conn., home. He was 64.

At the time of his death, Schreiber, who had worked for several public relations firms, was senior counselor and director of media relations for Kerr Kelly Thompson, a

Greenwich, Conn., public relations firm.

A percussion musician who played in a local band, Schreiber once wrote a byline music column and reviews for the Scripps Howard syndicate. He joined the OPC in 1963 and was a founder and former commodore of the Overseas Yacht Club.

Immediately following a Jan. 25 memorial service in the United Church of Rowayton, Schreiber's grandchild, Stephen McNally Jr., was baptized. Representing the OPC at the service were H.L. Stevenson, Bryce Miller and Al Kaff.

Schreiber is survived by his wife, Joanne; a son, two daughters and four grandchildren. The family suggested contributions to the American Diabetes Association, 2465 Black Rock Turnpike, Fairfield, Conn. 06430.

—Al Kaff

Charlotte Zatt, wife of a longtime member, **Sol Zatt**, died on Nov. 29, 1993, after a long battle with cancer.

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Editor:
Amy Sivco

Associate Editor:
Al Kaff

ADDRESS
CHANGE: OPC,
320 East 42nd St., Mezzanine,
New York, N.Y.
10017

FAX:
(212) 983-4692

OPC CALENDAR 304 EAST 42ND ST. RESERVATIONS 983-4655 LODGING, MEALS 986-8800

Beijing...

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was still freedom of expression in Hong Kong," says Li.

The 60-minute BBC documentary, *Chairman Mao: The Last Emperor*, has been in the news since its initial broadcast late last year. Beijing tried unsuccessfully to prevent the program from being shown in Britain, describing it as unethical and inaccurate. Beijing's reaction to the film was so strong that TVB, Hong Kong's leading television station, has said it will not air the program even though it has already paid for the right to do so. "TVB owes the public a full explanation on why it has not shown it," says Li.

The documentary's most contentious part is an interview with Li Zhisui, Mao's personal doctor for 22 years, who describes how the Great Helmsman selected his teenage concubines and how he treated women as "playmates." It features a few shots of Mao surrounded by young women in the film, but not many more visual surprises.

More damaging, some analysts say, is the film's detailed depiction of Mao as a tyrant who killed millions of his compatriots, a damning portrait that contrasts starkly with the mainland's current pro-Mao propaganda campaign commemorating his 100th birthday.

Tsang Yok-sing, a pro-China politician in Hong Kong, says Beijing's reaction to the FCC broadcast "is quite understandable" and that "such things do happen in other places as well over religion, leaders and members of the royal family." Tsang found less reason to support the Hong Kong administration's stance, however. "I don't think it's a good thing for the government to intervene [in activities] that are pursued legally," he says.

This article was excerpted from The Far Eastern Economic Review.

Program Set for March 9

At a time when so many U.S. news organizations are retreating from covering the world, Bloomberg Business News is expanding in a hurry. Its owner, Michael Bloomberg, is attempting to create the most ambitious global news organization since CNN. His company has ventures in electronic business news, radio, television and even a magazine. With 40 bureaus from Tokyo to New York to London, Bloomberg now employs nearly 200 journalists. Critics say the goal is too

ambitious: creating the prototype of the electronic news company of the 21st century. But the Bloomberg troops are working too hard to listen to naysayers.

To explain how he can expand while others scurry for cover, Bloomberg will speak to the club at 5:30 p.m., Wednesday, March 9. His talk is entitled, "Covering the World the Bloomberg Way." Love him or hate him, you have to understand who he is and what he's trying to accomplish. To make a reservation, please call (212) 983-4655.

• THE OPC CALENDAR •

Mark your calendar for this month's OPC program:

"Covering the World the Bloomberg Way"

Come hear Michael Bloomberg of Bloomberg Business News.

When: Wednesday, March 9

Where: The Tudor, 304 East 42nd Street, NYC

Time: 5:30 p.m.

Cost: No charge

The Overseas Press Club of America, Inc.
320 East 42nd Street, Mezzanine
New York, NY 10017 USA

OVERSEAS PRESS CLUB OF AMERICA 304 EAST 42ND ST. NY, NY MARCH 1994

OPC Bulletin

'We have the right to say stop the horror,' said Ivica Puljic.

Is Peace Possible?

BY CHRISTIE EMDEN

"We are not asking the American soldiers even to come to Bosnia Herzegovina to fight for this, our freedom, but we do hope you will help us realize our right to defend ourselves and our right to live," declared Ivica Puljic, an ethnic Slovene journalist who fled his home in Bosnia only four months ago to escape the 700-day siege of Sarajevo. Puljic, along with Serbian Marina Komarecki, the U.S. correspondent for Belgrade radio station B-92 and moderator Mitja Mersol, the U.S. correspondent for Delo Newspapers, spoke to a group of more than 60 mem-

bers of the OPC at the Feb. 17 program at The Tudor in New York.

"Man should not lower his head, but should fight for his dignity and for the future of his children," Puljic continued. "He cannot bow to facism, he will not. What we are asking from the world is understanding and a little bit of help, but in asking the world to help us, we are asking it to help itself. After living in horror for almost two years, we have the right to say stop the horror, because facism is like wildfire. It spreads fast and is hard to extinguish."

Puljic presented a videotape revealing the current state of the once beauti-

ful capital city and the pain and poverty of its citizens, "all," he maintained, "in the name of Serbians." The video, which had not been shown to the American public, was a moving and graphic documentary of the everyday people who have become statistics of this conflict.

Komarecki, who came to this country four years ago, is the U.S. correspondent for the only independent radio station in the former Yugoslavia. "Our radio station—which is a very small but powerful one—is present in Belgrade," she said. "Belgrade has one and a half million people who are listening to us and who are trusting us. One of the reasons why people trust us is that we have our reporters all over Yugoslavia. We have daily reports from Sarajevo...and elsewhere."

"We both [the Serbians and Bosnians] have to fight for peace in our country," Komarecki added, "and our

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March Program:

Meet Michael Bloomberg, the owner of Bloomberg Business News who's attempting to create the most ambitious global news organization since CNN.

When: Wed., March 9
Where: The Tudor, NYC
Time: 5:30 p.m.



Marina Komarecki (l-r), Mitja Mersol and Ivica Puljic at last month's program about Bosnia, "the most dangerous area in the world for journalists," said William A. Orme Jr. of the Committee to Protect Journalists, who introduced the panel.

Peace...

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fight is probably a very different one, but of equal importance. What the world is actually not realizing [is] that Belgrade and Serbia have a position who's very strongly opposing the war in Yugoslavia, but those voices are not present and are not loud, among other things because we have been under severe restrictions and sanctions since May '92. These sanctions affected those who were already very weak and did not have the support to be loud."

Despite the near impossibility of independently reporting on the conflict under the Serbian government, she contended that the station did not "subscribe to nationalistic propaganda...We are very openly supporting anti-war movement, and we are trying to establish peace in our own way."

"The world should realize that the way to help us and solve the war is not to let those totalitarian regimes, in all parts of our country stay alive," Komarecki added. "Excommunication from the world is not doing us any good. It is playing right into the hands of our President Milosevitch. And if we do not have support from you, if the democratic alliance in Belgrade

Marina Komarecki, who came to the U.S. four years ago, is the U.S. correspondent for B-92 of Belgrade, the only independent radio station in the former Yugoslavia.

does not receive any kind of help from you, then our prospects are very grim."

Though both journalists long for peace, it was apparent that they had different opinions on how to achieve it. Mersol described the tension which was apparent between the two as a "collision of abstract and concrete ways of thinking." Komarecki supports the humanitarian approach, advocating universal support for peace, while Puljic's views are more situational, that is, he subscribes to the idea that

everyone should support the plight of Sarajevo and Bosnia. He is, in essence, a "fighter for the cause."

Although the recent ceasefire and the threat of U.N. bombing of the former Yugoslavia has caused those of us outside of the region to be optimistic, Komarecki and Puljic weren't buying it. "It is only a communist measure,

"We are trying to establish peace in our own way," said Marina Komarecki.

and it's not going to bring peace in all of Bosnia, nor in Yugoslavia," Komarecki insisted. "The world is making another mistake."

Puljic maintained that this notion of peace is a lie. "The war is going to be carried on, and there's going to be a lot of bloodshed," he said.

William A. Orme Jr., executive director of the Committee to Protect Journalists, who introduced the panel, described the former Yugoslavia as "the most dangerous area in the world for journalists," with 36 deaths documented since 1991.

The program was presented as a joint effort of the OPC, the Committee to Protect Journalists and the Foreign Press Association.



Lisa Benitego

Lisa Benitego

Ivica Puljic (l), a Slovene journalist, is not optimistic about the recent ceasefire in the former Yugoslavia. "It is only a communist measure," he said. "The world is making another mistake."

A respected paper is no longer on the newsstands—but for how long?

Pravda Closes Its Doors

Moscow—On Jan. 25, *Pravda* did not appear. The organ of truth has been silenced before: its offices were destroyed in July 1917 and last year Boris Yeltsin briefly closed it down for political reasons. This time it has been silenced by lack of money. For 17 months *Pravda* has depended on the benevolence of Yannis Yannikos, a Greek publisher, who owns 55 percent of Pravda International, the paper's holding company. Tired of mounting losses, Mr. Yannikos demanded that he be named a co-founder, which would have made him an equal of Lenin. *Pravda's* outraged editors refused and Mr. Yannikos walked away.

Pravda's financial problems are shared by many of Russia's newspapers, which lived a privileged unrealistic life under communist rule. The four main national dailies—*Pravda*, *Izvestia*, *Trud* and *Komsomolskaya Pravda*—each had circulations of 8 million to 10 million. They cost virtually nothing and did not take advertising. In addition, over 4,500 local papers were published in the former Soviet Union. During 1993 most newspapers relied on subsidies from the government to continue publishing. These subsidies were stopped at the end of the year—at almost the same time that printing houses quadrupled their prices.

Since most Russian papers contract their printing to independent print houses, this was a considerable blow. But the real challenge is the changing market. Russians still read newspapers (over half read at least one a day), but they have become more demanding. Like people in the normal world, Russians get most of their news from television and radio. They read newspapers to be amused, and to find out what is on television, not to be lectured about what they should think. Some Russian papers have realized this.

Izvestia's relative success is due, in part, to a brave decision to carry advertising in 1988. Almost immediately, it was a roaring success. Until the paper added extra pages last year, the waiting list to advertise in it was two or three months. Now it is down to two or three weeks. A full page costs 20m roubles

One is *Moskovsky Komsomolets* (which, misleadingly, means "Moscow Young Communist"). It shrewdly combines the trivial—Its lead story on Bill Clinton's recent visit in Moscow concentrated on how much his hotel room and his suit cost—with weighty attacks on conservatives: its correspondents are regularly singled out for abuse by Vladimir Zhirinovskiy. The paper dominates publishing in Moscow, two-fifths of whose 12 million inhabitants say they read it regularly. Another new paper, *Kommersant*, is required reading for every would-be Russian Rockefeller. Rags, such as *Skandali*, print stories that would make even Rupert

Pravda's financial problems are shared by many of Russia's newspapers.

Murdoch think twice.

The big prize, however, is to become a paper of record and also make money. The clear, if surprising, leader is *Izvestia*. Founded in 1917, five years after *Pravda*, *Izvestia* (which catchily means "News") began life as the organ of the Supreme Soviet. Its circulation has plummeted from almost 11 million in 1989 to 750,000 now—but that is 300,000 more than *Pravda*. And, unlike its rival, *Izvestia* not only took no money from the government in 1993, but also turned in a small profit.

Izvestia's relative success is due, in part, to a brave decision to carry advertising in 1988. Almost immediately, it was a roaring success. Until the paper added extra pages last year, the waiting list to advertise in it was two or three months. Now it is down to two or three weeks. A full page costs 20m roubles

(\$13,300) for a Russian company, \$30,000 for a foreign one. *Izvestia* has also cut costs—slashing its foreign offices from 42 to just eight. These numbers conceal a bigger change: "After the August 1991 coup we told our foreign correspondents they could only have one job: spy or journalist," says Mikhail Berger, who combines two jobs as *Izvestia's* economics editor and business-development manager. "Four spies became journalists. The rest left."

Izvestia is challenging *Kommersant* with a weekly insert of financial news in a joint venture with Britain's *Financial Times*. The insert's circulation is limited to 300,000 by the difficulty of finding pink newsprint outside Moscow. *Izvestia* has also launched a weekly television review and hopes to start a weekend supplement full of stories about sport, cars and celebrities. Its staff already own 51 percent of its holding company—and should be able to buy more soon. Relocation might follow. Mr. Berger reckons that his large pannelled office alone could bring in \$30,000 a year in rent on Moscow's inflated property market.

The contrast with *Pravda* could hardly be greater. Instead of worrying about how to attract more advertisers, *Pravda's* editors spent their last week of publication organizing a seminar on "Is Lenin alive today?" at which one aged Marxist-Leninist scholar uttered the immortal line: "Socialism is the highest form of bureaucracy...sorry, I meant democracy." Viktor Linnik, *Pravda's* editor, claims that his paper will be back on the streets within days, not weeks. Even if it does reappear, the rants about the "hyenas of capital" will go largely unread.

This article was excerpted from *The Economist*.

Time Magazine Announces Promotions

Time magazine has announced several News Service changes in its staff:

Rod Usher, editor of *Time Australia*, has reported that he is leaving the magazine. *Time* has announced that he will be returning to Spain, from where he will continue to work as a contributor to *Time*.

Time Australia's new editor is Jacob Young, who is switching jobs, but not continents: For the past two years, based in Sydney, Young has been the editor of *Who*, the Australian offshoot of *People*.

After spending six years in Bonn, Jim Jackson is moving to Brussels to begin his tenure as chief European cor-

respondent.

Replacing Jackson in Bonn will be Bruce van Voorst, who has been covering defense and intelligence issues for 11 years.

Ann Simmons, who has spent the last three years in Moscow, will team with Jeff McAllister to cover the State Department in Washington, D.C.

Sally Donnelly is the new correspondent in Moscow.

John Moody will join the New York bureau as senior correspondent. His new beat will be Wall Street.

Also leaving Europe is Margot Hornblower, who will assume the position of national correspondent this sum-

mer. Joining Hornblower as national correspondent is the midwest bureau chief, Jon Hull.

After spending eight years in Houston, Dick Woodbury returns to Denver and will focus on the Rocky Mountain states.

Replacing Woodbury is Sam Gwynne, who had been editing the Business section. He will assume principal responsibility for the Mexican-American border region.

Suneel Ratan joins *Time* as a correspondent in the Washington bureau. He previously had been reporting for *Fortune* magazine on business and economic issues.

Beijing Protests Airing of Mao Documentary

Heavy-handed interference worries journalists

LOUISE DO ROSARIO

There's nothing like sex and censorship to get the blood boiling and the crowds a-forming. On Monday, Jan. 24, the sex came courtesy of the late but not forgotten Chinese leader Mao Zedong, while the Chinese news agency Xinhua contributed the attempted censorship. Crowds and hot tempers wer provided free of charge by members of Hong Kong's Foreign Correspondents' Club (FCC), which screened a controversial BBC documentary on Mao at its premises.

In the event, the FCC's decision to screen the film for some 300 of its members overshadowed the documentary itself. Efforts by both the Chinese and Hong Kong governments to squelch the airing of the documentary alarmed the colony's press corps, while the club's defiance raised hackles in Beijing and, possibly, Hong Kong as well.

"I see sections of the government

bowing to Chinese pressures," says FCC president Philip Bowring. Adds Daily Li, chairman of the Hong Kong Journalists Association: "The government's actions are so dumb. They have made a mockery of Governor Chris Patten's oft-stated commitment to a free press." Patten, who has in the past

"We thought there was still freedom of expression in Hong Kong," said Daily Li.

addressed the FCC about the virtues of a free press, was in London on official duties. Days before the show, Xinhua, Peking's official representative in the territory, requested the FCC not show the film which, it maintained, vilifies and slanders the late chairman. On its part, the Television and Entertainment

Licensing Authority (Tela), the Hong Kong Government's censorship body, asked the FCC to apply for "a certificate of approval" for the show. Even the colony's Urban Services Department, which usually deals with mundane matters such as public hygiene and street peddlers, suggested that the FCC might need a license before airing the documentary.

The FCC went ahead with the Mao show without the required go-ahead from Tela because the event was a matter between the FCC and the holder of the copyrights. "We have the right to show it," Bowring said.

The heavy-handed interference by Xinhua and the Hong Kong government has worried local journalists who fear even more blatant attempts at media control will emerge as the transfer of power to China as 1997 approaches. "It's only 1994. We thought there

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